

**Essential Elements** – Defined as the brand signage, interior appearance, and perimeter departments typically found in bay area Safeway stores believed to be vital to branding, which leads to long term success. Perimeter departments include Deli, Bakery, Pharmacy, Meat, Produce, and Floral.

While changes to Essential Elements is almost never approved by senior management, Safeway is open to hearing and participating in discussion and suggestions on these areas and communicating changes which the stakeholders agree are of major significance.